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Advertising Age®

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Midweek News Summary

The Out-Of-Home Measurement Bureau has revamped its audit statements and added an annual update to the audit reports in an effort to provide marketers with more and fresher information. *See Page 2.*

Home Box Office will test—for the first time—a national direct-response tv campaign in order to woo new subscribers. *See Page 2.*

As the 44-year-old president of CBS Sports, Peter Lund is at the top of his game. *See Page 3.*

Tv commercial director Bob Giraldi usually captures life's experiences with his camera. But this week he seeks to recreate the spirit of a beloved Italian town in a new New York restaurant he and partner Phil Suarez have opened. *See Page 3.*

Opinion polls taken last week found that 70% of the British public would rather have advertising on the British Broadcasting Corp. than higher license fees. *See Page 3.*

G. Heileman Brewing's acquisition of Pabst Brewing hit a snag this week when two competitors sued to stop the buyout. *See Page 33.*

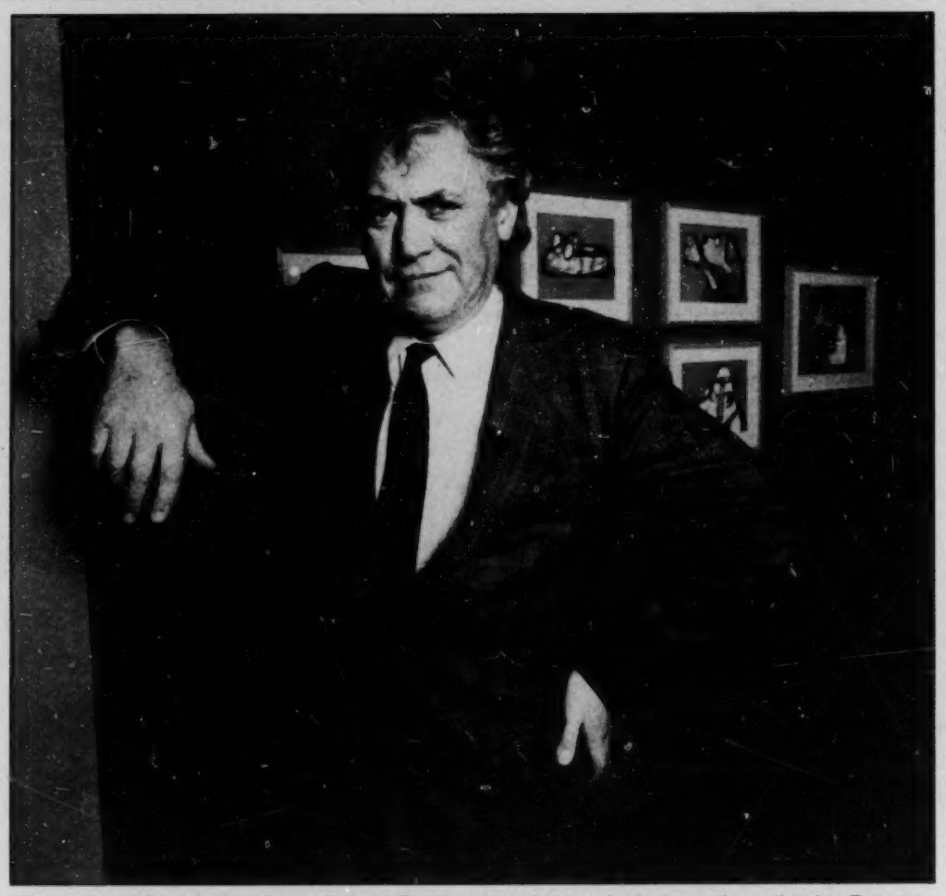
Costa Cruises is out to put some zip in the cruise business, hoping to replace images of shuffleboard-playing middle America with exotic dreams of romance. *See Page 33.*

The resignation of Castle & Cooke president-ceo Ian Wilson may spell the end—or at least a slowdown—of its race to become an aggressive, market-driven food and real estate company. *See Page 34.*

DIRECT MARKETING

Media Syndication Group, which has been marketing a bank credit card statement insert program to mail-order companies for the past year, is planning to expand its own marketing strategy to include charitable institutions, airlines, rebate offers and cents-off coupons for package goods. *See Page 5.*

The prodigious growth in Yellow Pages directories this year—some 400 new books were piled atop the existing 5,800—is causing considerable consternation among national advertisers. *See Page 6.*



"I'm not loved for what I do," says Edward Booth-Clibborn, chairman at London's Design & Art Directors Assn., who is currently touting his European illustrations exhibition around the U.S.

Booth-Clibborn: DADA speaks

By ANN COOPER

There is a general air of chaos surrounding Edward Booth-Clibborn, chairman at London's Design & Art Directors Assn., and he clearly enjoys it.

Passionate, enthusiastic and articulate, with a shock of unruly, graying curls and the twinkling smile of the miscreant, he gives the impression he is never happier than when creating artistic tidal waves.

His current obsession is the decision by New York's posse of art critics to ignore his exhibition of European illustration, currently on show at the Cooper-Hewitt Museum in Manhattan.

"I phoned up the *New York Times*, and they said they never cover illustrators. I was amazed," he says, gesticulating madly against the Cooper-Hewitt's potted plants. "If you look at newspapers like the *Boston Globe* and magazines like *Esquire* and *Rolling Stone*, they contain some really amazing illustrative work.

"The images being created are much more exciting than in most New York art galleries. If you think back to the '30s, they didn't have any film critics. Film wasn't seen as an art form then. It'll be just the same with illustrations. I think we're way ahead of our time."

Apart from chairing DADA, the group said to have so greatly influenced standards of creativity in Europe, Booth-Clibborn is publisher-editor of *European Illustration* and *American Illustration*. These annuals feature the year's most outstanding illustrative and photographic images, drawn from competitions on both sides of the Atlantic.

Booth-Clibborn's exhibition is based on the con-

(Continued on Page 32)

Stroh to nets: Fight off ad ban

By VERNE GAY

NEW YORK—Stroh Brewery Co. last week staged an unprecedented series of meetings with top network tv executives to measure the networks' resolve to stave off the movement to ban beer and wine broadcast advertising.

In the meetings, Stroh executives said the Detroit-based brewer would refuse to match its own product ads with public service spots advocating moderation in alcohol consumption. Failing to prevent a ban on the unrestricted advertising of a legal product, Stroh maintained, could have dramatic spillover effects for other network tv advertisers, such as marketers of over-the-counter pharmaceuticals that also have harmful effects when abused.

The meetings—the first between a major brewer and the networks—were initiated by Stroh out of a fear that "legislative hearings re-

(Continued on Page 33)

Presstime

Virginia Slims Ovals get failing grade in test

NEW YORK—Philip Morris USA is withdrawing Virginia Slims Ovals 100s from test in Birmingham, Ala., Las Vegas and Rochester, N.Y. The line extension (AA, June 4), which sported the upscale look of PM's Ovals brand in the U.K., "did not meet our expectations in terms of adding incremental sales," said a PM USA spokesman. The product had been in test since early July. Leo Burnett USA, Chicago, is the agency.

Tuesday Teammate Travis rejoins agency

NEW YORK—James Travis, who took a leave of absence to head the Tuesday Team, an ad hoc agency that helped reelect President Reagan, has rejoined Della Femina, Travisano & Partners. Mr. Travis gets the new title of vice-chairman-chief operating officer. Louise McNamee, who filled in for Mr. Travis as acting president, now becomes president.

Chrysler wheels $210 million into ads

DEARBORN, MICH.—Chrysler Corp.'s 1985 ad spending will increase to $210 million, up 5% from '84. "We have some new products, so it's up a little," chairman Lee Iacocca said. The auto maker's agen-

(Continued on Page 35)

NEWSPAPER

James taking over at I

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Diamonds are P&G's best friend—Page 3

James rises to McCann's top spot

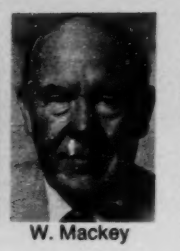
By STEWART ALTER

Robert James will take over next year as chairman-ceo, McCann-Erickson Worldwide, in a predictable line of succession.

Mr. James, 48, who has been president-chief operating officer for the past 18 months, will succeed Willard Mackey Jr., 62. Mr. Mackey will relinquish the ceo post March 1 and the chairman's post July 1, when he will retire. No successor to Mr. James has been named.

The top post at McCann is important in the world of multinational advertising. The agency, with $1.4 billion in non-U.S. billings in 1983, is the largest U.S. shop in overseas billings.

R. James



W. Mackey

Mr. Mackey was head of McCann's international division at a time when the U.S. and international divisions reported directly to Philip Geier Jr., chairman-ceo, Interpublic Group of Cos., McCann's parent.

In January, 1981, the U.S. and overseas agencies were brought together for the first time as a single operating company, and Mr. Mackey became ceo.

"At any point we are talking to two or three major advertisers about the possibility of taking on new multi-country assignments in the $50 million-to-$100 million range," said Mr. James.

Mr. James, who joined McCann in 1981 as vice-chairman, U.S. operations, has played a key role in building domestic billings from $430 million when he started to $750 million today.

But while global advertising is becoming more important in the marketing world, Mr. James also believes it has become too oversimplified. "The terrible thing about globalization is that people have tended to portray it either as good or bad," he said. "We knew for a long time that it's not all black and white."

Mr. James first started in the business on the client side, in sales for Procter & Gamble. After becoming a sales manager, he left to join Colgate-Palmolive as product manager.

He moved to Ogilvy & Mather and then Marschalk Co., which he joined as a senior vp in 1968. He became president of Marschalk in 1975 and vice-chairman of parent Interpublic in July, 1980, where he first became exposed to the international advertising area.

In addition to his regular duties, Mr. James has been acting as general manager of McCann's New York office, following the departure of Jim Kuras to Needham Harper Worldwide.

Mr. James worked under Mr. Mackey both at Marschalk and McCann. Mr. Mackey played a key role in McCann's Coca-Cola account.

He was manager of McCann's Atlanta office in 1963, joined Coca-Cola itself as international marketing director in 1968, moved to Marschalk as president in 1970 and in 1975 took over McCann's international division.#

Outdoor ad bureau freshens up audits

By WILLIAM F. GLOEDE

New Canaan, Conn.—The Out-Of-Home Measurement Bureau has revamped its audit statements and added an annual update to the audit reports, in an effort to provide marketers with more and fresher information.

OMB, the advertising auditing organization for eight-panel, backlighted, painted poster and bus shelter advertising, will phase in the new audit statements during 1985. They will report the number of outdoor ad unit locations by both county and major city.

Formerly, the locations were lumped into a metropolitan area according to the media company's definition of the market. The new statement will also report more complete information on circulation values.

"This will provide advertisers with much more useful information than has ever been available," explained managing director Julian Sloan. Advertisers will be able to better use demographic information in placing eight-panel or shelter advertising, he said, once they know where outdoor units are located within the market.

Special Report on Outdoor Advertising begins on Page 11.

The outdoor industry has traditionally reported audit data once every three years. OMB's move to include annual updates to the three-year audit reports is an effort to keep audit data current.

"In markets that are building or expanding, it's going to be an excellent tool," said Connie Barry, president of the Shelter Advertising Assn., the trade group of bus shelter owner-operators.

The annual updates will be based on samples of traffic recounts selected within a market by OMB. Inventory and population estimates will be furnished by individual outdoor companies.

To date, most major-market outdoor companies have subscribed to the OMB audits.#

Pay service tests campaign to attract subscribers

HBO hurls a direct pitch

By SUSAN SPILLMAN

New York—Home Box Office will test—for the first time—a national direct-response tv campaign in order to woo new subscribers.

The test, which begins Dec. 31, will consist of two separate 30-second spots to run at least 50 times a week for four weeks on each of 10 cable networks, including Lifetime, USA Network and the Arts & Entertainment channel.

HBO expects 20 million potential subscribers to see at least one of the spots during the four-week period.

The test comes at a time when the Time Inc. pay cable service is finding problems attracting subscribers at its former robust rate. HBO is expected to add only 1 million new subscribers this year, half as many as it hoped, according to Tony Hoffman, an entertainment analyst at Cralin & Co.

The first spot was made in-house, using outtakes from HBO's "There's no place like HBO" commercial created by BBDO.

The second commercial, called "The nosy neighbor," was created totally in-house; it shows a couple watching HBO while a neighbor spies on them, enviously, through a window.

Both spots will offer viewers a premium and a toll-free number to call. HBO then will turn over all leads to the respondents' local cable operators.

In the past two years, HBO has conducted several co-op direct-response campaigns on a spot market basis (A A, Aug. 30), with an average 2.1% response rate. But this marks the first time the network will air direct-response commercials nationally, footing the entire bill—less than $1 million in this case.#

Datago
The safety net for small businesses leaping into the future

Datago stores on the move

Nynex Corp.'s Datago, the northeastern Bell spinoff's entry into computer retailing, shoots for small businesses in a spot tv campaign breaking Jan. 1 (AA, Dec. 17). Ammirati & Puris, New York, handles.

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Issue schedule for the holidays

There will be no Thursday issues of Advertising Age on Dec. 27 and Jan. 3 because of the holidays. The Monday issues scheduled for Dec. 24 and Dec. 31 will be published as usual.

The Special Report on International Marketing will run in the Dec. 24 issue.

The Dec. 31 issue will feature our annual Forecast & Review, including newsmakers of 1984, newsworthy products, top events, categories to watch in 1985 and our selection of the Adman of the Year.

Outdoor boards get down to business

Spending in some categories skyrockets

By Kurt Hoffman

In some industries, outdoor advertising of business-to-business messages is emerging stronger than ever. While business-to-business represented only 5% to 10% of the $1.02 billion outdoor exper ditures in 1983, with an approximate 8%, or $85 million, rise in 1984, the growth rates for some industries are staggering.

"No one is wasting ad dollars anymore," says Jack Donohue, vp of the Institute of Outdoor Advertising. "Everyone's looking at the effective and efficient use of their media dollar. They're using our medium to pinpoint specific demographic or geographic needs."

Take for exam le computers and other electronic products for the office. Driven by fierce competition within their own circles, companies marketing these products are funneling more money than ever into outdoor business-to-business communications.

IOA statistics show that from 1982 to 1983, expenditures of this sort leapt 194%, for office machines, fixtures and accessories, and a whopping 164% to $615,300 for computer and data processing companies.

"It's a real struggle for individual companies to dominate in other media," Mr. Donohue says. "If you look at a recent issue of *Inc.*, there probably are no fewer than 58 computer ads, plus a multipage, four-color pullout. If you represent a smaller company, how are you going to achieve any dominance?"

Strategic use of outdoor may be the answer. "Companies are realizing that they can go into individual markets with a solid, well thought-out outdoor campaign and really give the impression that they are larger than they really are," Mr. Donohue says.

This saturation also gives smaller or newer companies a leg up in the competition for top-of-mind awareness. "When you think personal computers, which companies come to mind? IBM? Apple? Even the top two companies only have a small share of the market. And if you happen to be a smaller company, how are you going to budge Apple or IBM? You're going to have to do something a little more creative than going in the same media they use with an average advertising message."

Another big plus of saturating individual markets is the accompanying ability to tie in with local retailers. These same retailers, however, probably will be less than enthused with your company's ad on Page 200 of *Inc.*. "These retailers expect you to help push the product, and an ad on Page 200 won't push much," Mr. Donohue says. "If you're a smaller company, the market leaders are going to bury you in the print and broadcast media."

The logical solution, he says, is strategic use of outdoor to establish your company in select markets.

"As an industry, we're pursuing the computer and electronics companies very aggressively," Mr. Donohue says. "They are spending a lot of money, and it's

(Continued on Page 18)

Outdoor ad sales rising to new levels (sales in $000,000.0)

	2nd qtr. 1983	2nd qtr. 1984	Per cent increase
Radio stations	6,277.7	8,456.5	37
Computers	285.0	363.4	150
Communications	485.3	1,216.5	93
Banks	4,321.4	8,373.5	3,129
Footwear	29.5	952.8	65
Restaurants	7,200.8	11,911.8	22
Hotels	9,029.4	11,038.4	456
Gas dealers	125.8	699.6	77
Car dealers	5,588.9	9,907.3	44
Beer	4,850.8	7,001.5	287
Wine	361.9	1,329.3	

Source: Institute of Outdoor Advertising, New York

Lighted interiors and shadowy figures are part of an outdoor board from Reed, Ham & Jackson.

Kurt Hoffman is a frequent contributor to Special Report.

TAB

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The Traffic Audit Bureau, Inc.

Business

(Continued from Page 16)

tough for them to pick up a share of that market. We're matching our benefits with their marketing needs, and it's proving to be a very nice marriage."

Other industry groups making greater use of outdoor for business-to-business messages include transportation companies and overnight delivery services.

"With outdoor advertising, the bottom line for us is a long-lasting presence in a given market," says Greg Conville, regional planner-advertising for Amtrak.

"We're primarily using outdoor in markets where we have frequent service—mostly in the short-haul markets of the northeast corridor between Washington and Boston."

Mr. Conville says Amtrak faces a frustrating situation regarding business passengers along these heavily traveled routes.

"We need to get business travelers to realize that we have an alternative that can get them to their destination comfortably and in a reasonable time frame.

"But air transportation is a tough habit to break. A lot of business travelers use us during inclement weather, but when the sun comes back out, bingo, most of them go running back to the airlines."

Reed, Ham & Jackson is known for using innovative and bizarre 3-D art.

In the endless quest for greater market share, Amtrak has its ad agency, Needham Harper Worldwide of New York, design and produce outdoor messages that focus on various aspects of Amtrak service, and it supplements the outdoor efforts with complementary print advertising.

"Whether the outdoor message is Amtrak's convenience, cost or first-class service, we run print ads that play off and amplify the outdoor theme," Mr. Conville says. "The harmony factor is very key to a successful message."

While Amtrak competes for business travelers, other railroads such as Union Pacific, CSX Corp. and Conrail as well as some of their counterparts in the trucking industry—Consolidated Freightways and Overnite Transportation—use outdoor messages in manufacturing areas, port cities and at other centers of origin for high-volume freight.

Image, market presence and quality of service are common messages in these efforts. According to IOA, outdoor ad expenditures by steamship lines, trucking companies and railroads jumped 90% from 1982 to 1983.

Outdoor business-to-business expenditures for industrial and agricultural development companies rose 76% to $238,700 and 1,623% from $9,200 for packaging and paper products companies during the same 1982 to 1983 period.

Mr. Donohue says the drastic jump in outdoor use by certain industries in part reflects the fact that many companies traditionally have overlooked the inherent advantages of the medium, which creates a challenge for IOA.

"We don't try to convince advertisers to radically change their media plan. Our objective is to educate them as to how outdoor really becomes an essential element in that media plan—how it can extend the life of a broadcast campaign and add reach and frequency to a print campaign," Mr. Donohue says. "It's an often overlooked medium that can really help acknowledge certain marketing objectives."

Another problem is that some agencies just haven't mastered the medium. Common problems include attempting to apply print ad concepts to outdoor, and underutilization of board space.

"Agencies shouldn't take a magazine ad and try to cram all the elements onto an outdoor board, where the viewer has an average of six to ten seconds to see it.

"You have to pick out one focal point of the print ad and match it with an effective graphic," he says.

"Another general rule to remember is to use the bigness of the medium. It's larger than life, and that's how it should be used. Big letters. Big graphics." Not a whole body, he says, perhaps just a head with a bit of shoulder.

This is not to suggest that vast majority of outdoor efforts are bungled by inept agencies. On the contrary, many have artfully mastered the outdoor medium. Foote, Cone & Belding of Los Angeles consistently produces superior outdoor creative. Chiat/Day has chalked up a string of successful campaigns for Nike. Coons, Corker, Sullivan & Associates of Spokane, Wash., has designed some highly effective business-to-business creations for Lippencott-Interconnect, a business telephone service.

When saturating individual markets, companies can tie in with local retailers.

And there is Reed, Ham & Jackson of San Antonio, Tex. If, on your next drive through San Antonio, you should venture upon a giant lampshade—lighted at night, of course—jutting forth from a 14-by-48-ft. board or a huge telephone receiver similarly situated, fear not the coming of the Jolly Green Giant. This is the work of Reed, Ham & Jackson.

"It's our demonstrative feeling, and we've proved it over the years, that one great piece of outdoor is worth about a hundred showings of a 30-sheet in one corridor," says David Ham, one of the agency's principals. "It just re-creates excitement."

Known as an agency that begins its creative thinking with outdoor campaigns, Reed, Ham & Jackson has achieved a string of successes through the use of innovative and occasionally bizarre 3-D art on outdoor boards.

"The potential of outdoor is basically infinite," Mr. Ham says. "The thing that print will do for you every time is provide direction and detail, which is something that neither radio or outdoor can accomplish. Nothing sells like print when you get

(Continued on Page 20)

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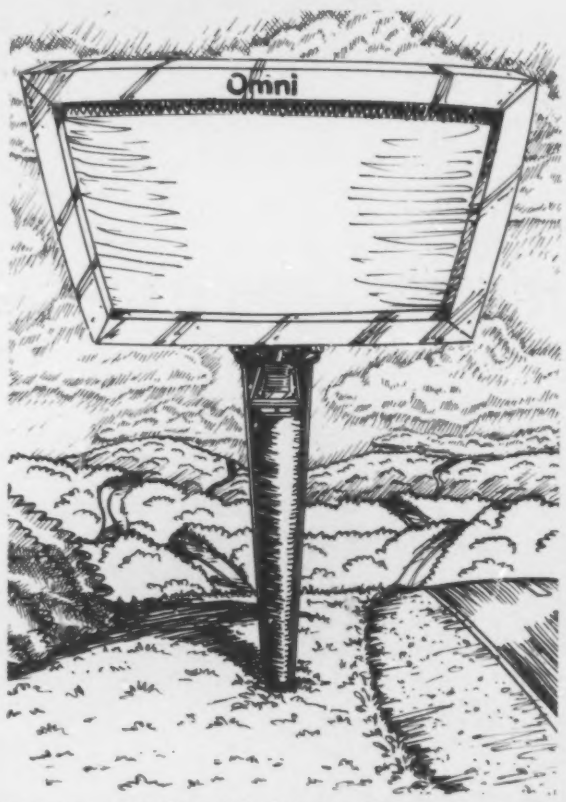

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Business

(Continued from Page 18)
down to the nitty-gritty of providing details.

"But it's my contention that first you have to get people's awareness before they'll be willing to read the print. To do that, you've got to stand apart from the relative field of competition."

"Standing apart" is a mild way of describing the agency's creations.

"What's Black, White and Read all Over?" one board asks. "The *Express News*."

A rolled up newspaper is gently clenched in the teeth of a giant 3-D dog head protruding from the board.

Creatives for other clients have featured scaled down 3-D townhomes (replete with lighted interiors and shadow figures at night) perched on boards for real estate clients, and a mannequin brick mason (dressed as Santa Claus during the Christmas season) putting the final touches on a chimney for a local builder's promotion.

Use of the mannequin created some problems. According to Mr. Ham, a group of local high school students formed a club—a cult of sorts—and one of the membership requirements was that you had to steal a mannequin from one of the outdoor boards.

"We had to start bolting them down," he says.

However, one afternoon an aspiring cultist managed to detach all but one fastener. "So there the mannequin was, dangling by an arm.

"The kid climbed behind the board, unscrewed the bolt, and the dummy crashed to the ground.

"A guy at a mechanic's place a few blocks away happened to see it fall and figuring that somebody had bought the farm, he called for an EMS [emergency medical service] unit." The rescue unit was not amused.

The costs for producing these unusual visuals are considerably greater than production costs for a conventional 30-sheet. For example, Mr. Ham estimates that two fairly exotic boards the agency recently produced for ComputerLand cost about $4,500 each, compared with about $1,000 for a straight presentation. "Our clients are more concerned with performance," he says.

That performance record

Trucks keep messages on the move

Next time you're cruising on the interstate, take a closer look at the tractor-trailer traffic. A quiet revolution is taking place as truck fleet managers, realizing the golden potential of these moving message boards, shun the traditional steel gray of the past in favor of colorful, high-tech fleet markings that do their companies justice.

The fleet marking phenomenon extends well beyond trucking companies merely announcing the existence of their services. Nontransportation companies that own their truck fleets (known as private carriers), such as Levi Strauss & Co., San Francisco, and Safeway Stores Inc., Oakland, Cal., are latching onto the graphics movement in record numbers.

"After decades of running nondescript gray trailers up and down the highways, more and more private truck fleets are using this free advertising space to plug their own products and services," says Jack Rosenbaum, managing director of the Private Carrier Conference of American Trucking Assns., Alexandria, Va.

He says more than 100 private carriers entered the conference's 20th Annual Fleet Marking Contest this year. Similar fleet marking competitions are held by *Commercial Carrier Journal* in conjunction with the Private Truck Council of America, and by *Fleet Owner*.

The investment pays in a variety of ways. Research conducted by the ATA Foundation indicates that the average over-the-road tractor-trailer makes about 10.1 million impressions annually, while its city delivery counterpart is seen about 16 million times.

It's largely up to the individual fleet owner to decide whether those impressions will

Truck fleet managers are decking out their vehicles in bright colors and designs.

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Kubin-Nicholson 1984

lures new business through the agency's doors. Just four days before the interview, Mr. Ham was approached by a local real estate developer with marketing problems.

After having completed a development in San Antonio, the man sought financial marketing support from a local savings and loan, which suggested stretching the $450,000 ad budget evenly over the two years of interim financing.

His original ad agency ran a lot of small newspaper ads and erected some signage at the property site.

After months of minimal sales action, the developer changed agencies. The second agency produced some four-color brochures and more newspaper advertising, but few sales. Onwards to Reed, Ham & Jackson.

"He's come to us now, a year and a half into his project, with his budget down to $100,000," Mr. Ham says.

"He's paying $150,000 a month for interim financing, and he hasn't sold a unit in four months.

"Now our contention and experience is that if you go ahead and frontload the project and make the biggest splash possible, then you'll generate the momentum to turn sales," he says. "And nothing sells like people buying. When you get a bunch of people and they start to buy, it's like a feeding frenzy in a duck pond."

Does the new client have any particular approach he'd like them to pursue?

"He knows our track record," Mr. Ham says, "and he's expecting something unusual. We won't let him down."

Reed, Ham & Jackson's creative outdoor campaigns are heavy on the unusual.

be negative, neutral or positive.

Because three out of four survey respondents indicated they develop an impression of the company, its products or services from the appearance of the vehicle, the stakes are a lot higher than they initially appear.

Technological advancements in the materials and procedures used in fleet marking deserve the lion's share of credit for the growing use of the medium.

They also have allowed long-time users of fleet graphics to achieve significant fleet marking savings. For example, Giant Food, a regional grocery store chain based in Landover, Md., has reduced its fleet marketing budget by two-thirds after switching from fiber glass signs to vinyl decals, according to Bill Hefferin, general manager-fleet maintenance.

The screen-printed process-color decals were designed and produced by Creative Screen Print, Richmond, Va. Decals making up the Giant logo are produced from 3M Co. Controltac material and are permanently applied to the trailer sides.

"Not only are the decals less expensive then the embedded fiber glass, but they take only about four man-hours to apply per trailer, and they don't require riveting the trailer body," Mr. Hefferin says. Giant Food marked about half of its 900-unit fleet and plans to finish the project at the rate of about 30 a month, he says.

Digital Equipment Corp. of Maynard, Mass., decided to use its highway fleet to carry a business-to-business message about the company's personal computers and office machines. Stressing that the personal computer is an office solution, the Digital marking includes a very bold logo and the company's toll-free number (1-800-DIGITAL) on the trailer door.

"The personal computer had just been announced, so it made sense to go ahead and plug our most recent product," says Bob Dobinski, a Digital industrial designer and creator of the decal.

The company spent about $250,000 marking its fleet of 106 trailers and 26 tractors, which spend most of their time on New England highways.

Although it's difficult to measure the direct success of the marking program, Digital is confident that the move was the right way to go. "Certainly from an image and public relations perspective, it has paid off very well," says John Gwinn, manager-executive programs. —*K.H.*

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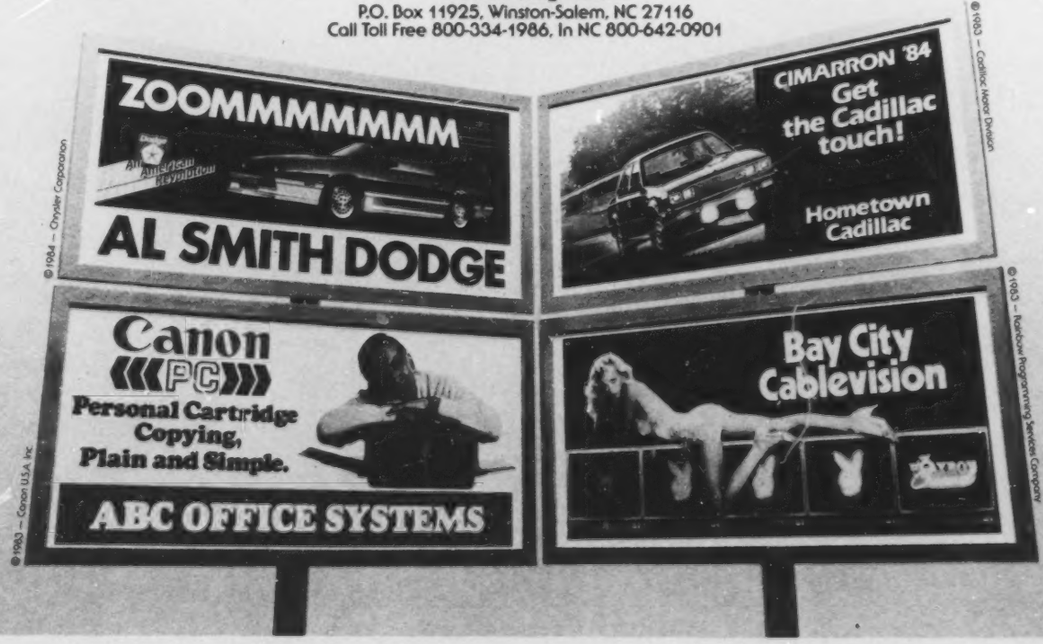


PEOPLE PATTERNS

Santa will be carrying a big bag of toys

By PETER FRANCESE

Christmas would hardly be Christmas without a few toys. A few? How about $5 billion worth? That's how much I estimate Americans spent on toys for Christmas, 1983. And this year they should spend even more.

According to the toy marketers trade association, its members shipped toys valued at $7.5 billion in 1983. That translated into $10.4 billion in retail toy sales, about half of that at Christmas.

After five years of fairly spectacular growth, toy shipments declined slightly from 1982 to 1983. Perhaps it was only a coincidence, but the number of births also declined about 1%. A more likely reason for the lack of growth in toy shipments is that the value of electronic games dropped more than $200 million.

But shipments of baby dolls increased 50% last year. Some of those dolls are almost human. They walk, talk, perform various bodily functions and even have demographic characteristics. Dolls are designed to have specific racial or ethnic characteristics, and some are clothed for a particular occupation.

We don't have a census of dolls or other toys, but we do know who buys the toys and who gets them. Grandparents can be counted on to buy lots of toys at Christmas for their grandchildren, but it's the parents who really get shaken down. The average parent probably will spend between $150 and $200 for toys this year.

The people who buy them may get to play with them briefly, but four out of every five toys are bought for a child younger than 10—and half of all toys are for children 5 to 10.

From 1977 to 1982, the number of children younger than 5 increased 12%, while the number of those 5 through 9 declined 9%. At the same time, toy shipments increased 121%. Clearly, something besides the number of toy consumers is driving this industry.

During the next five years, we expect the number of children younger than 5 to increase 4%, while those heavy toy users 5 to 10 will grow 12%. If current patterns persist and the economy remains strong, toy marketers can look to another doubling of business in the next five years.

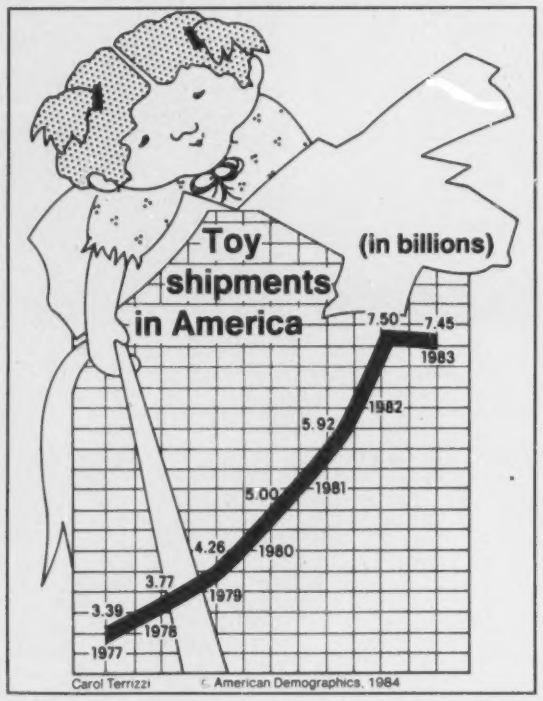
Three factors that drive this industry all look positive.

First is more grandparents, each of whom has fewer grandchildren but more discretionary income to be captured by the Christmas spirit.

Second is the preponderance of working mothers. Because more than half of all mothers of preschoolers are in the labor force (and two-thirds of those with school-age children), there is more money available in the household to be spent on the children.

Third, almost half of all babies born today are first babies. According to a new book by Thomas Espenshade, in which he estimates parental expenditures by order of birth, the average middle-income parent spends 52% more from birth to age 5 on the first child than on the second.

All these factors are expected to continue boosting the toy business in general, but not necessarily specific toys. Things that go flash, whiz, bang, whir and grind—and require a fortune in batteries—appear to be on the wane.



Simple, basic toys that are built to last beyond Dec. 26 continue to sell well and probably will do so for many holiday seasons to come.

Grandparents, in addition to toys, play a special role at holiday time. Because of dropping birthrates and rising longevity, there are only half as many grandchildren per grandparent as there was a generation ago.

The Census Bureau estimates that there were nearly 40 million grandparents in 1983—21.5 million grandmothers and 17.5 million grandfathers. That's only an estimate because the family relationships asked about in questionnaires rarely extend beyond one generation.

One way to look at the trends in gifts and pinched cheeks at Christmastime is to find out how many children younger than 10 there are in relation to people older than 65. I call this the grandchild-grandparent ratio, or the grand ratio for short.

We can speculate that as this ratio falls, the presents under the tree will get bigger and children will see more of their grandparents.

In 1950, the grand ratio was 2.4—pretty high. There were not very many elderly people then and the baby boom had been exploding for several years. The ratio stayed high until after 1960. Then with the end of the baby boom and the beginning of sharply rising longevity for the elderly, the grand ratio fell precipitously for 20 years. Today it is only 1.2.

This means there are more children today who will benefit from knowing their grandparents without so much competition from cousins. Grandpa and Grandma are better off, too. Social Security payments have been adjusted for inflation, and pension benefits are more generous.

Not all the elderly are well-to-do, but according to a study by the Census Bureau and the Conference Board, people older than 65 have the highest per capita spendable discretionary income of any age group. And where do discretionary dollars go at Christmas? Into presents, of course. Discretionary money also helps the entire family of the grandchildren. I met a grandfather the other day who told me he was part owner of two houses besides his own. He had put up the equity so two of his children could buy homes for their families.

The transfer of money from parents to children and to grandchildren has been going on for a long time. The phenomenon is not well-documented, but I suspect it is growing and may be the only reason many young families can afford to buy a house at today's prices and interest rates.

In the future, the grand ratio is projected to continue falling, so by the year 2000 there will be only one child younger than 10 for every person older than 65. Perhaps by then we will see the return of the extended family.

Years ago, elderly people lived in or near the house of their children and helped out. With more than half of the parents of preschool children in the labor force and so many fewer grandchildren predicted, maybe it would be better for everyone if grandparents were around all the time. Then grandparents could give their grandchildren the biggest and best present of all—themselves.

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Peter Francese is publisher of American Demographics.

Parting Shot / *BY RANCE CRAIN*

Ad club could polish Chicago's image

I gave a talk to the Chicago Advertising Club the other day suggesting that the city's advertising community had the right stuff to help repair Chicago's tarnished image.

Too many people—visitors from the Midwest, other parts of the country and abroad—would just as soon skip a visit to Chicago. A city with a negative image discourages tourism, but even more important, it discourages growth—and that has an impact on all of us. When Chicagoans feel they have a city running in neutral, or worse, it's a mood that helps to discourage business from considering a move to the city. Worse, it encourages business to think about moving away.

Chicago is a city in transition, and the jury is still out on whether we'll emerge in better or worse shape. The council wars have taken their toll, of course, and they vividly show the debilitating effects of what happens when the old coalition among government, labor, finance, business and religion finally and irrevocably breaks down. To those of us outside the city council boxing ring, it seems as if the city is what's getting beaten up, rather than the boxers.

It also might be fair to blame the council wars for the decision of city business leaders to keep their relatively low profile. You could argue, however, that the current political stalemate actually may have been encouraged by the lack of business involvement.

During the last mayoral election, business seemed to keep its profile as low as possible while waiting to see what would happen. When the election resulted in a division close to a stalemate, business continued to sit it out.

In any case, the older business leaders who were committed to civic leadership as a way of life in the days of Mayor Daley gradually have faded from the scene, and young business leaders eager to make their presence felt have not yet emerged to replace the old guard.

A city with a negative image discourages tourism, but even more important, it discourages growth.

That's not to say they're not there. Men such as Quaker Oats' Bill Smithburg, Helene Curtis' Ron Gidwitz and Commonwealth Edison's Jim O'Connor show great leadership potential for the city. But right now, they are too busy building their companies—and their own careers—to have the time for intensive civic involvement.

Maybe, just maybe, we've hit rock bottom. In the final hours of the last Illinois General Assembly, legislators cleared the way for a long-sought expansion of McCormick Place and approved funding for a $10 million Illinois tourism campaign. The McCormick Place expansion enabled the city to keep the giant Consumer Electronics Show.

The tourism campaign is the first really effective effort I've seen for Chicago. It cleverly promotes the city as a "hot" place to visit during the Christmas season, using a Bahamian guy with the same kind of laugh and white suit as the spokesman touting caffeine-free ("ha-ha-ha") 7UP.

The Chicago spot will appear in 16 midwestern tv markets from Detroit to St. Louis, and it's backed by print and radio. The Illinois Office of Tourism has set up a special toll-free number, 1-800-HOT-TOWN, that viewers already are calling for brochures and additional information. Zechman & Associates, a Chicago agency, created the ads.

The Chicago advertising community, it seems to me, can play a major role in the city's turnaround. With momentum finally on the upswing, it makes sense for ad people not only to get on the bandwagon, but also to help lead it. What I suggested in my talk is that the Chicago Ad Club take the city's image problem on as a "client" and come up with plans to keep beating the drums for the city in all kinds of ways.

The International Advertising Assn. is holding its congress here in 1986, drawing ad executives from more than 70 countries. What an opportunity for Chicago's advertising community members to make *their* ad group feel welcome—and to go home enthusiastic boosters of Chicago.